

COVID-19 Vaccine Event Playbook

Kentucky Department for Public Health
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Kentucky Public Health
Prevent. Promote. Protect.

TEAM 
KENTUCKY



KENTUCKY CABINET FOR
HEALTH AND FAMILY SERVICES

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Purpose and Goals of the Playbook



This Vaccine Event Playbook provides guidance to Local Health Departments who are hosting a COVID-19 vaccine event in their community. While there are different considerations for each vaccine event, the information in this Playbook provides best practices and helpful tips to plan a successful vaccine event.

In addition to the guidance for hosting a vaccine event, you will find printable handouts to provide to individuals in the Appendix.

If you have any questions or concerns about this Playbook, please contact the Kentucky Department for Public Health.

Nothing herein is intended to be a substitute for professional medical advice. For specific and personal medical questions, please contact your health care provider.

Resources Checklist



1. Space and Location

Facilities hosting vaccine events must account for active capacity limits in Kentucky. Space considerations include areas for registration, screening, post-vaccination monitoring, vaccine storage and preparation, and accessibility standards.

Spaces and Location Checklist

- Registration space
- Waiting space
- Vaccination stations
- Post-vaccination monitoring space
- Power outlets and electricity for clinical equipment
- Directional signage (in multiple languages, if applicable)
- ADA accessibility (including the facility's entrances, exits, and interior)
- Parking, as necessary, for staff and attendees
- Proximity to public transit lines



Suggestion:

View the CDC's guidance for mobile and satellite vaccine clinics, from planning and administration to storage and handling, [online here](#).

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Resources Checklist



2. Vaccine Event Scheduling

Facilities hosting vaccine events should plan for site setup and breakdown before and after the event. If a vaccine event requires scheduled appointments, event hosts should work with the event provider to determine the appointment schedule.

Vaccine Event Scheduling Checklist

- Determine the hours and operation times of the vaccine event.
- Reserve time for facility setup and breakdown before and after the vaccine event.
- If using a scheduling system, ensure the online or phone-based system is working and ADA-accessible before appointments are released to individuals.
- If accepting walk-ins, determine the expected attendance of the vaccine event to ensure adequate space and time per individual.
- Make sure to properly advertise your vaccine event as *appointment-only* or *accepting walk-ins*.



Suggestion:

When developing the event schedule, minimize wait times to the extent possible so individuals are not discouraged by long wait times.

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Resources Checklist



3. Nonmedical Supplies

At least two days before the vaccine event, make sure you have the right nonmedical supplies on hand for both clinicians and individuals. IT equipment can be used to support the vaccination process and ensure proper data reporting.

Nonmedical Supplies Checklist

- Acquire tables and chairs (including wheelchairs) for registration space, waiting spaces, and vaccination stations.
- Make a diagram of the facility to plan where tables, chairs, and other supplies will go for easy setup before the event.
- Acquire computers, tablets, or other IT equipment needed to register individuals and record vaccine doses administered. Check Wi-Fi connections.
- Print out forms and flyers for individuals, including consent forms, vaccine recipient fact sheets, etc.
- Print out forms for individuals that use consistent branding, are easy to follow, and reflect the latest COVID-19 vaccination recommendations.
- Ensure all forms/handouts are translated if the primary audience is not English-speaking. The CDC has many materials available [here](#) and [here](#) online in multiple languages. Print a select number of forms in large print.
- Use a vaccine screening tool that records vaccine information with lot numbers. Report to the Kentucky Immunization Registry (KYIR) or provider's Electronic Health Record (EHR). If possible, report onsite.

Resources Checklist



4. Medical Supplies

Vaccine event hosts should coordinate with providers to make sure all medical supplies are ready onsite. Throughout the vaccine event, monitor medical supplies levels to ensure there is enough for the entire vaccine event.

Medical Supplies Checklist

- Vaccines, needles, syringes, alcohol pads, diluent (if applicable), needle info card
- [Personal Protective Equipment \(PPE\)](#), including face masks, hand sanitizer, handwashing equipment, face shields, etc. for staff and individuals
- Band-Aids for individuals after vaccination
- Anaphylaxis and hypersensitivity kits for any adverse reactions
- CDC COVID-19 Vaccination Record Cards
- Storage for vaccine vials, including coolers and refrigerators
- Appropriate disposal and sharps containers for medical waste
- Transportation for supplies to the site of the vaccine event
- Proper storage and handling devices for the type of vaccine you are administering (see the CDC's guidelines on storing and handling for each vaccine: [Pfizer](#), [Moderna](#), [J&J](#))



Suggestion:

Plan to have 1.5x the amount of supplies you expect to use on hand

Resources Checklist



5. Staffing

Vaccine event hosts and providers will collaborate to staff the different processes at the vaccine event. Be sure to communicate with staff before the vaccine event to ensure procedures are followed. Determine any language or interpretation services needed to accommodate all individuals.

Staffing Roles and Responsibilities

- Check-In and Registration staff
- Dose Documentation (KYIR or EHR) staff
- Attendee Support staff
- Clinical Lead or Medical Advisor
- Immunizers
- Immunization support staff to prepare vaccines before immunizers administer doses to individuals
- Post-vaccination Monitor
- Site and Logistics Manager
- EMS or security staff in case of emergency

Staffing Checklist

- Host a planning call with all vaccine event staff at least 2 days before the event.
- Provide all staff with a schedule of the vaccine event and their responsibilities.
- Ensure all staff have proper training and licenses. Required training modules can be found [here](#).

Resources Checklist



6. Support Services

As you plan a vaccine event, be mindful of any barriers to access that exist in the community. Provide onsite support services such as translation and ASL interpretation services. For transportation needs, direct individuals to known low- or no-cost transportation assistance programs or partner with Public Transit agencies and local community partners.

Support Services Checklist

- Print out flyers and forms for individuals in multiple languages. There are several one-pagers available [here](#) and [here](#) in multiple languages.
- Post promotional materials (social media, flyers, etc.) in multiple languages.
- Have a translator and ASL interpreter onsite. You may use any interpreter agency of your choice. The *Kentucky Commission on the Deaf and Hard of Hearing's* directory of interpreters can be accessed [here](#).
- Promote the transportation assistance programs that are available to individuals (linked at bottom of this page).
- Arrange to have EMS onsite or develop a plan to contact EMS in case of an emergency.



Suggestion:

Work with a [public transportation provider](#) to make your event accessible. Transportation assistance can also be found [here](#). Click [here](#) for public transit info.

Resources Checklist



7. Data and Reporting

Review the requirements listed below for the Kentucky Immunization Registry (KYIR). For more information, see the Required Data Elements for COVID-19 Vaccine Reporting in the Appendix.

KYIR Reporting Checklist

- Reporting COVID-19 vaccinations to the Kentucky Immunization Registry (KYIR) is a requirement as outlined by the CDC. All doses administered must be reported to KYIR within 24 hours of physical administration of the vaccine.
- COVID-19 providers may report doses administered manually in KYIR or through their Electronic Health Record (EHR). The provider's EHR must have a connection with the Kentucky Health Information Exchange to submit data electronically to KYIR.
- Local Health Departments should consider prior to the vaccination event how doses will be reported. They should also ensure individuals have access to manually report doses in KYIR *or* their EHR has the ability to electronically report to KYIR.
- If you are a Local Health Department manually reporting doses to KYIR, be aware some fields are not required in KYIR but ***are*** required for COVID-19 vaccine reporting - ***specifically race and ethnicity.***
- Debrief: discuss challenges and successes. Report them ***immediately*** after event [here](#).
- Submit the *Equitable Vaccination Event Reporting* form [here](#).
- Contact the KYIR Helpdesk for any questions on reporting vaccinations at KYIRHelpdesk@ky.gov or 502-564-0038.

Community Engagement Strategies



Promoting your vaccine event to the local community is an important tool to encourage registration and attendance. When promoting the vaccine event, include the time(s); location; health insurance information; language and translation services available; transportation services; and accessibility accommodations available onsite.

Social media

Posting on Facebook, Twitter, and Instagram can share information about the vaccine event to a large audience. Considerations when using social media include:

- Social media platforms have different user bases that can help you promote the vaccine event to a specific population. For example, younger people are active on Snapchat and TikTok, while adults and older age groups are more likely to use Facebook.
- Use hashtags like #ShotOfHope that can make your posts easier to find. Capitalize each word in the hashtag to make it accessible for screen readers.
- Collaborate with other organizations and leaders in your community to repost and share information on social media to reach a wider audience.



Suggestion:

KDPH has several social media posts about COVID-19 vaccines [available here](#) for reposting.

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Community Engagement Strategies



Public Signage

Consider using non-digital media to promote the vaccine event to people who may not use social media or do not have internet access. Flyers with information about the vaccine event can be posted at grocery stores, libraries, transit hubs, churches/temples/synagogues, pow wows, barber and beauty shops, community centers, public parks and pools, local businesses, laundromats, and other popular community locations (e.g. YMCA).

Partnerships and Collaboration

Consider partnering with other local organizations or community champions to spread the word about your vaccine event. Community champions can tap into their local networks to provide accurate information, debunk myths, and ease any hesitancy about COVID-19 and the vaccines. Community champions can also help identify barriers to accessing the vaccine to consider when planning your vaccine event.

Radio and Television

Before the vaccine event, you can inquire at local radio and television stations to include information about your vaccine event on their website or on air. Note that you may need to pay for this type of media.

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Examples of Successful Vaccine Events



Whitney Young Elementary School in West Louisville

In April 2021, Team Kentucky set up a vaccine site at Whitney Young Elementary School to serve the West Louisville Community. Both scheduled appointments and walk-ins were accepted at this vaccine site.

Community Engagement

The Whitney Young Elementary vaccine site was promoted through public signage and social media posts in the local area.



DO YOU LIVE IN
West Louisville?

A vaccination site is now open at

**WHITNEY YOUNG
ELEMENTARY SCHOOL**

Those eligible for the COVID-19 vaccine can sign-up for an appointment online or by phone:

 NortonHealthcare.com
 888-777-7219

Appointment line will be open from 8 a.m. to 8 p.m.
Monday through Friday

 #ShotofHope

The provider administering vaccines at Whitney Young set up a call center and made outbound calls to residents in targeted zip codes to help individuals schedule their vaccine appointment.

Support Services

Spanish translators were onsite to assist any Spanish-speaking patients. Promotional materials were translated to multiple languages. Transportation was provided to individuals needing assistance.

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Examples of Successful Vaccine Events



Kentucky National Guard Mobile Vaccination Team (MVT)

Kentucky's National Guard has provided mobile vaccination services statewide in collaboration with KDPH and Local Health Departments.

MVT Staffing

Each MVT included a nurse practitioner, multiple trained medics, and event support staff if needed. As able, emergency medical services were also onsite in case of any adverse reactions to the vaccine. This ensured that all individual medical and informational needs were met.

MVT Capabilities

The National Guard MVT set up and broke down each vaccine site before and after the vaccine event hours. The MVT also handled all data entry into the Kentucky Immunization Registry (KYIR).

MVT Planning Considerations

Whenever the MVT was requested at a location, staffing needs were evaluated based on the estimated turnout at the vaccine site. In addition, traffic patterns and expected attendance were evaluated to provide the most efficient vaccination services to individuals.

Appendix

Vaccine Event Toolkits and Resources

Guidance for Planning Vaccination Clinics

The CDC has published planning instructions for pre-clinic, during the clinic, and post-clinic activities, as well as guidance on planning for, optimizing, and maximizing vaccinations in a variety of temporary vaccination sites. These resources can be found [here](#) and [here](#).

Pre-vaccination Checklist for COVID-19 Vaccines

This document includes vaccine screening forms and information for vaccine recipients. [Click here](#) to access the full document.

Resources for Pediatric Vaccinations

This [website](#) has resources for answering parent/caregiver questions about the vaccine and how to promote vaccine confidence as a pediatric provider. The Kentucky Department for Public Health has published a [list](#) of frequently asked questions regarding pediatric COVID-19 vaccinations. KDPH also has pediatric vaccine flyers in [English](#) and [Spanish](#).

COVID-19 and Pregnancy

The Kentucky Perinatal Quality Collaborative has infographics on COVID-19 and pregnancy in multiple languages available to download [here](#).

Required Data Elements for COVID-19 Vaccine Reporting

Required Data Elements for COVID-19 Vaccine Reporting

COVID-19 Data Element	Notes
Recipient name: first	Required by Vaccinating Provider
Recipient name: middle	Required by Vaccinating Provider
Recipient name: last	Required by Vaccinating Provider
Recipient date of birth	Required by Vaccinating Provider
Recipient sex	Required by Vaccinating Provider
Recipient address: street	Required by Vaccinating Provider
Recipient address: street 2	Not required, but provided
Recipient address: city	Required by Vaccinating Provider
Recipient address: county	Required by Vaccinating Provider
Recipient address: state	Required by Vaccinating Provider
Recipient address: zip code	Required by Vaccinating Provider
Recipient race 1	Required by Vaccinating Provider
Recipient race 2	Not required, but provided
Recipient race 3	Not required, but provided
Recipient race 4	Not required, but provided
Recipient race 5	Not required, but provided
Recipient ethnicity	Required by Vaccinating Provider
Administration date	Required by Vaccinating Provider
Vaccine Type (CVX)	Required- for Electronic Reporters Only
NDC	Required by Vaccinating Provider
MVX	Required by Vaccinating Provider
Lot number	Required by Vaccinating Provider
Vaccine expiration date	Required by Vaccinating Provider
Vaccine administering site	Required by Vaccinating Provider
Vaccine route of administration	Required by Vaccinating Provider
Vaccination refusal	Required by Vaccinating Provider

Vaccine Communications Toolkit

COVID-19 VACCINE MYTHS VS. FACTS

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MYTHS

I CANNOT GET THE COVID-19
VACCINE IF I AM PREGNANT.

WHY SHOULD I GET THE
JOHNSON & JOHNSON
VACCINE IF IT'S NOT AS
EFFECTIVE AS THE PFIZER
AND MODERNA VACCINES?

THE COVID-19 VACCINE IS
EXPERIMENTAL.

FACTS

PERSONS WHO ARE PREGNANT ARE
ENCOURAGED TO GET THE VACCINE
WHEN IT IS AVAILABLE TO THEM. A
RECENT STUDY SHOWS THAT
PREGNANT AND LACTATING
WOMEN WHO RECEIVE A COVID-19
VACCINE CAN PASS PROTECTIVE
ANTIBODIES TO THEIR BABY.

THE JOHNSON & JOHNSON VACCINE
IS JUST AS EFFECTIVE IN
PREVENTING HOSPITALIZATION
AND DEATH FROM COVID-19. THE
JOHNSON & JOHNSON VACCINE
HAS BEEN TESTED IN HUNDREDS OF
SCIENTIFIC STUDIES.

BEFORE FDA APPROVAL, COVID-19
VACCINES WERE STUDIED IN
CLINICAL TRIALS WITH OVER
100,000 PARTICIPANTS
REPRESENTING MANY RACES,
ETHNICITIES, AND NATIONALITIES.

LEARN MORE AT [KYCOVID19.KY.GOV](https://www.ky.gov/covid19)
OR CALL KENTUCKY'S COVID-19 VACCINE HOTLINE AT (855) 598-2246
TTY: (855) 326-4654

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Are you hosting a

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COVID-19 VACCINE EVENT?

Use this guide to plan a successful vaccine event in your community.

Resources Checklist

1 Space and Location

Ensure the vaccine event facility has spaces for all parts of the vaccination process with clear signage.

2 Nonmedical Supplies

Obtain supplies such as tables and chairs, IT equipment, and forms and flyers for individuals.

3 Medical Supplies

Obtain supplies such as PPE, CDC Vaccination Record Cards, storage for vaccine, and waste disposal.

4 Staffing

Ensure adequate staffing for all parts of the vaccine event, and host a planning call for staff before the event.

5 Support Services

Arrange support for language services and promote Kentucky's transportation assistance programs.

6 Data and Reporting

Plan for required data reporting and coordinate with the on site vaccine provider.

Community Engagement

Social Media

Post about your vaccine event on multiple platforms to raise awareness. Use hashtags like #ShotofHope to boost engagement.

Public Signage

Put up flyers and signs in high-traffic community hubs, like grocery stores, gas stations, churches, local businesses, and public parks and pools.

Collaboration

Collaborate with local organizations and community champions to share information about your vaccine event to reach a wider audience.

LEARN MORE AT KYCOVID19.KY.GOV



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Contact Information

Kentucky Department for Public Health Contacts

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Kim Sanders, Vaccine Storage and Handling,
kimberly.sanders@ky.gov

Dr. Emily Messerli, Immunizations Branch Manager,
emily.messerli@ky.gov

Dr. Nicole Weiss, Health Equity Project Manager,
nicole.weiss@ky.gov

KYIR Helpdesk for Data and Reporting Questions

Contact KYIRHelpdesk@ky.gov or call 502-564-0038

Cabinet for Health and Family Services Contacts

For general inquiries, please contact KYcovid19@ky.gov